Experience Guide

August 2017 • May 2017 • All Employees • Global

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Demo Equipment List & Geo Availability

Demos are a great way to bring the best of Apple to life. They can be conducted by all team members either at the Feature Bays or in the Product Zone. Connect with your Creative Pro for tips on doing a successful demo.

Use the list below to setup the demo equipment Backstage. Please check this document regularly for updates. Products not listed below should not be pulled for demo use.

Use the Experience Guides for detailed information on the Avenue experience, conversation starters and demo guidance for key accessories. Note: Not all products featured in the Experience Guide will be available in all countries. Please check the Geo availability column in the table below for product-specific details.

Backstage Best Practices:

- Products listed should be pulled from sellable inventory and placed in Rio as Demo, or expensed per the Expensed Product List from Retail Inventory. Today at Apple may have additional supplies that should be used in combination with this equipment.
- Demo quantities are determined by Visual Merchandising. If you have questions about the product selection or quantities email storesupport@apple.com for additional guidance.
- To configure your demo devices, refer to the Retail Tech Configuration task, and materials on RetailMe in Visuals and Imaging > Demo Systems.
- Be thoughtful about Backstage placement, consider locating demo devices near a FOH entrance for easy access. Keep equipment neatly displayed and accessible for use. Do not store in a bin or box, to prevent damage.
- For stores with presentation equipment, keep charged and available Backstage.
- Engage your whole store team team on how to use Runner to request demo equipment to the Product Zone or the Avenue to showcase to customers. Submit a Reverse Request to have demo equipment returned to Backstage.
- Teams can also use this demo equipment to get hands-on and practice Backstage. The products below should be pulled from sellable inventory.

Part Number	Description	Geo availability	Qty	Live Demo	Demo App	Notes
MK9N2	iPad Mini 4 Space Gray 128GB WIFI		1	Y	-	If you have already pulled an iPad for Experience Guides please utilize instead of pulling additional.
MN9H2 (US) MN922 (CA, MX, EMEA) MN952 (AU) MNCK2 (JP) MN8L2 (CN) MN8P2 (HK, MA)	iPhone 7 Black 128GB		1	Y	-	If you have already pulled an iPhone for Experience Guides please utilize instead of pulling additional.
MGRM2	iPhone Lightning Dock - White		1	Y	-	
MNEN2	Beats Solo 3 WL Gloss Black		1	Y	-	
MHAJ2	Beats Studio WL Matte Black		1	Y	-	
ML4M2	Beats Pill + Black		1	Y	-	
HL482	UE Wonderboom		1	Y	-	
HL4D2	Bose Soundlink Revolve		1	Y	-	
HKNE2	LifePrint Photo Printer	Excluding MX, BR, TR, TW	1	Y	Y	
HKNG2	LifePrint Photo Paper 110 Pack	Excluding MX, BR, TR, TW	1	Y	-	
HKS52	Lumee Duo Lightning Case	Excluding TR	1	Y	-	
HKKT2	DJI Osmo Mobile	Excluding MX	1	Y	-	
HLA32	Pioneer Rayz Plus	Excluding TR, MX, BR	1	Y	Y	
HJJJ2	QardioArm BP Cuff	Excluding MO, SG,MX,JP,BR,TR,CN,MO,TW	1	Y	Y	

HHWT2	Spire Activity Tracker	Excluding UAE,MX,BE,BR	1	Y	Y	
HHLD2	Phillips Hue Go White	Excluding UAE, BE, BR	1	Y	Y	
HKSW2	Olloclip		1	Y	-	
HHVK2/HKFV2	Elgato Eve Room Sensor	Excluding TW, BR	1	Y	Y	
HK962	Jimu Meebot	EXC BR, MX,UAE,BE	1	Y	-	
HK852	Sphero SPRK+	Exc UAE, BE, BR	1	Y	-	
HJYC2	Wonder Workshop Dash	Excluding APAC, UAE, BR, MX	1	Y	-	
HL5L2	Ultimate Lightning McQueen	Excluding MX, BR, BE, TW	1	Y		

Overview

Your store's Feature Bays focus on passions like music and photography, and showcase out of box accessories. The goal? To make it easier for you to engage with customers on the passions and conveniently demo products for them.

This guide helps you explore your Feature Bays. There is an overview page for each passion focusing on Apple's ecosystem plus conversation starters and demo moments. The product pages provide more detail on product features and hands-on demos.

New Feature Bays

Feature Bays will center around six passions and products: Music, Photography, Gaming, Health, Home, and Collections (seasonal Apple-branded accessories).

Even though a store may not have all Feature Bays, they will have demo products from every bay available Backstage, to share with customers—on demand. Check your equipment list for demo products.

While the focus of each Feature Bay will stay consistent, the expression or story within the Feature Bay, will update to align with seasonal resets.

How to get started

- Use your Feature Bays and demo products to have richer conversations with customers. To help you we've included a few questions that should make engaging the customer easier.
- Refer back to these training modules: Discover Your Store: Uncovering Passions and Discover Your Store: Storytelling
- Want some in-the-moment help? Connect with Creative Pros to learn about each passion. Ask for their tips on how to demo products.

Introduce your customer to a complete solution.

Take your video capture to the next level. DJI Osmo Mobile turns your iPhone into a smart motion camera, making everything you shoot look smooth, professional, and ready to share.

iPhone + Timelapse

+

DJI Osmo Mobile

+

DJI Osmo app

Creating knowledgeable owners in store and online

- Make customers aware of the many ways to buy, including apple.com, in-store kiosk, and remember to help your customer download the Apple Store app before they leave.
- When you discover a customer has specific business needs, connect them with your Business Team. Help deepen their relationship with Apple Retail by introducing them to the range of business services we can offer.
- If a customer is not looking to buy today, make sure they are aware of Today at Apple programming, that bring like-minded people together. Let them know how to sign up.

Music

When customers combine Apple Music with our products and accessories they can listen to whatever music they want, wherever they like, on any device they choose. You can help them imagine the possibilities with our library of over 40 million songs—and get them just the right setup for their needs.

The expression of this Feature Bay represents music festivals and freedom (from wires), inspiring our customers to take their music wherever they go. Music and travel are the top passions, with over 60% of our buyers indicating that they enjoy exploring those hobbies.

Products in the Feature Bay include the new UE Boom Deep Radiance (Only at Apple). Designed by Apple in partnership with UE, the exclusive Deep Radiance collection was inspired in its look and feel by the sights and sounds of summer.

What makes Apple different

- Apple cares deeply about music and since the launch of iPod and the iTunes Store, we have continued to integrate hardware, services, and content for a seamless experience. Paired with iTunes and Apple Music you have access to the world's largest music catalogue.
- Apple is the only place where customers can easily compare and contrast in-ear products across Beats and strategic third party partners with the In-Ear Demo Kit. Finding the proper fit is an important part of the customer journey. We provide customers an immersive, on demand demo experience to discover and personalize music accessories

Conversation Starters

- What music are you listening to at the moment? How/when do you listen to your music?
- Any travel plans coming up? Any music festivals you plan to attend?
- Do you like to take your music where you go?

Quick Demos

1. Pairing your Apple Music subscription with any Beats headphones and iPhone 7 allows you to take your music with you anywhere you go with over 30 hours of playback.
2. With the Beats Pill+ and Apple Music, you can share over 40 million tracks with everyone at the party. Designed to be used in a range of environments, Beats Pill+ fills the room with rich, clear sound.
3. AirPods have redefined the wireless experience. Runner a pair from Backstage and showcase the fantastic sound and voice quality as well as seamless pairing across any Apple device.
4. There's a lot of content for customers to explore, like Planet of the Apps which debuted on Apple Music. Show your customer our latest screensaver to get them inspired.

1.

2.

3.

Speakers

Discover which speakers deliver the most powerful sound, whether being used around the house, outside, or on-the-go. Help customers choose the sound and form-factor that's right for them by offering an on-demand demo with any of our Apple-branded or third-party speakers.

To simplify the conversation, review this chart to introduce customers to the different types of speaker technologies.

Portable Speakers Bluetooth Connection	**Home Speakers** Airplay / Sonos
Wirelessly connect to your devices	Wirelessly stream high-resolution music over WiFi
Rechargeable batteries	Connect multiple speakers
Offers a compact design	Create a multi-room music system
Perfect for on-the-go or around the home	No need to worry about range

Additional Resources

- Headphones & Speakers Category page on apple.com

Portable Speakers
These speakers might be small, but can pack a powerful sound. With their versatility, customers can use them around the home or take them on-the-go. Plus, with added benefits of various speakers, such as waterproof design and app-enabled, customers can find a speaker that fits their lifestyle and their budget.

Home Speakers

Customers can still take advantage of Wireless/Bluetooth or AirPlay technology, while taking their listening experience to the next level! Show customers the beautiful designs of our powered speaker line-up that can fill the room with superb sound performance.

Headphones

Give customers an immersive experience by introducing them to our lineup of Apple-branded and third-party headphones. With so many options to choose from, help customers narrow down their decision and discover which headphones are the perfect fit for their lifestyle.

Review this chart to understand the features & benefits of how customers use headphones to fit their lifestyle.

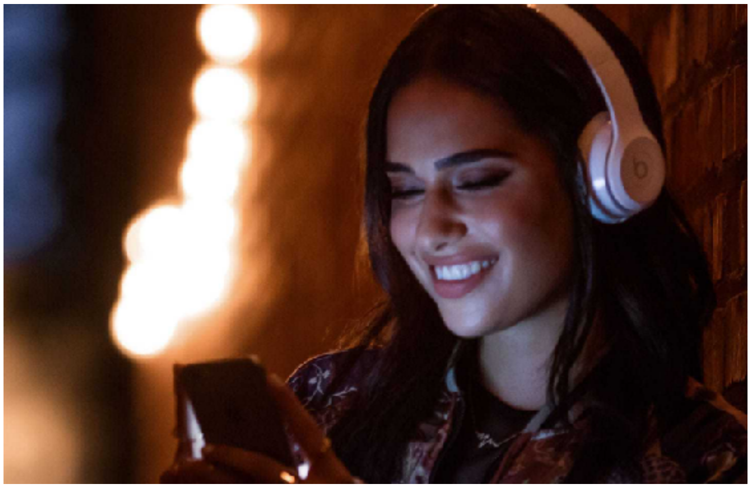
Lifestyle & Expression	**Sports & Active**	**Commuting & Travel**	**Audiophile**
Wide color assortment to express personal style Tuned to get the most out of the headphones Key Brands: Beats, i.am+	Stability during active movement Resistance to sweat and weather Key Brands: Beats, Jaybird	Noise canceling technology Compact designs for portability Key Brands: Apple, Beats, Bose, Pioneer	The very best in music fidelity Leveraging the benefits of Apple's lightning technology Key brands: Audeeze, Pioneer

Additional Resources

- Headphones & Speakers Category page on apple.com

Wireless Headphones

Bluetooth enables headphones to stream music wirelessly to a range of several meters, allowing far greater freedom of movement. Products incorporating Apple's W1 chip makes quick pairing easier than ever and enhance range & battery life to market-leading levels. True wireless headphones, such as AirPods, take wireless technology a step further, allowing complete freedom from any wires.



Wired Headphones

Wired headphones have been a standard for headphone connections for years and they provide a battery-free design so customers don't need to worry about charging up.

Lightning Connector technology can add additional features including customizable buttons to control phone functions, powering noise canceling, and delivering higher quality sound.

Pioneer Rayz Plus

Note: To enable this demo you must launch the RAYZ app before plugging in the headphones.

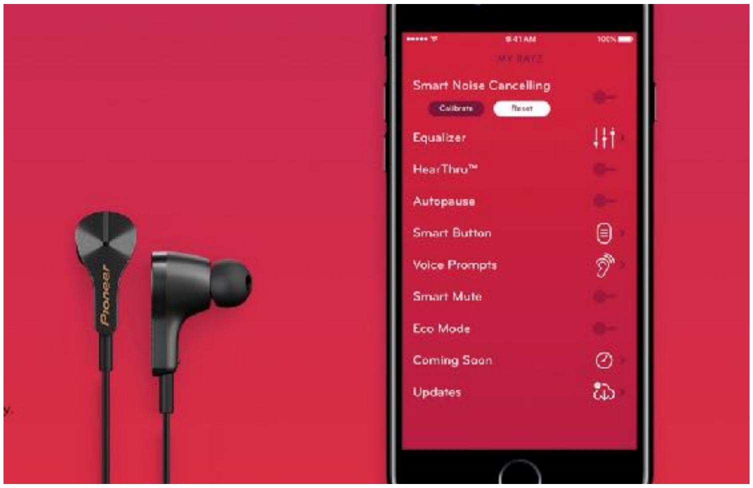
Pioneer Rayz Plus are smart, in-ear headphones, that when paired with the RAYZ app become more than just analog headphones. With Rayz Plus you are able to personalize the sound of your headphone as well as the smart button on the in-line control.

Pioneer Rayz Plus Key Features

- Keep your device charging while still listening by plugging in a charging cable to the in-line lighting port
- Programmable Smart Button allows users to have a better, more personalized hands free experience
- Auto Pause: The headphones know when you take them out of your ears and will automatically pause your music
- SmartNoise Canceling: Adapts its noise canceling to your ear and the world around you.

Additional Resources

- Product Video and overview of how it works on the Pioneer Rayz Website



9:41 AM
100%
MY RAYZ
Smart Noise Cancelling
Calibrate
Reset
Equalizer
HearThru™
Autopause
Smart Button
Voice Prompts
Smart Mute
Eco Mode
Coming Soon
Updates
Pioneer

Customized Listening Experience
Open the RAYZ app and walk through each feature called out in the demo with the customer.

Once completed, let the customer put the headphones on and start a song with Apple Music. Once playing, open the RAYZ app and click on the calibrate button so they can hear the headphones adjust to their ears.

Pause the Music & HearThru

To pause the music, simply have the customer remove the headphones from their ears. Show them that the music pauses in the music app. Once paused have them put the headphones back in to resume.

While the music is playing again, use the RAYZ app to turn on the HearThru feature allowing the user to hear what's going on in the store. Turn it off again to really highlight the difference.

UE WONDERBOOM

Truly portable and waterproof, the Ultimate Ears WONDERBOOM Bluetooth speaker delivers surprisingly big sound that's clear, crisp, and full of beautiful bass. It keeps playing for up to 10 hours and goes from the shower to the beach and everywhere in between thanks to a completely waterproof design.

UE WONDERBOOM Key Features

- IPX7-rated waterproof for up to 30 minutes at a depth of 3.3 feet (1 meter).
- Easily pair two UE WONDERBOOM speakers at the same time for even more sound; no additional app required.
- Use the hang loop to strap the speaker to any bag for ultimate portability.
- Adjust the Equalizer settings on the iOS device to really pump up the music! (Go to Settings > Music > EQ).

Additional Resources

- UE WONDERBOOM product detail page on apple.com
- Product Video and overview of how it works on the Ultimate Ears website

"Double Up"

Show customers how they can pair two WONDERBOOM speakers together for twice the sound!

Make sure one speaker is connected to the iOS device. Press the UE logo button on both speakers at the same time and hold for 3 seconds until you hear the pairing tone. Once the speakers have successfully "doubled up", you should hear a confirmation tone and music from both speakers.

Control Music

Customers can control the music directly from the WONDERBOOM without picking up their iOS device.

While the music is playing again, use the RAYZ app to turn on the HearThru feature allowing the user to hear what's going on in the store. Turn it off again to really highlight the difference.

To pause the stream, simply press the UE button located on the top of the speaker. Press it again to resume playing. Double pressing the button will skip to the next track. You can also control the volume directly from your WONDERBOOM by pressing the "+" or "-" button.

Photography

Your customers may know their way around an iPhone camera—but when it comes to taking their photography to the next level, they rely on you for app and accessory recommendations.

The How to shoot on iPhone campaign provides tips to help you take better photos with your iPhone. The Feature Bay showcases 15-30 second videos that demonstrate various iPhone shooting techniques. The demo experience will allow customers to try out the experience for themselves. Visit : https://www.apple.com/iphone/photography-how-to/ to get familiar with these techniques.

What makes Apple different

- iPhone is an amazing camera for capturing your memories, and we are constantly reengineering our hardware and software so that taking and sharing photos is easy and seamless.
- iPhone 7 Plus has two cameras that shoot as one, so you get higher quality zoom, and portrait shots that look even better.
- The camera integrates with the Photos app and other third-party apps so that you can shoot, find, edit and share your photos in entirely new ways.

Conversation Starters

- How do you take photographs today? Do you use your iPhone?
- Do you shoot pictures on your iPhone 7 without a flash, take closeups or action shots?
- Do you end up with a lot of pictures after a vacation? How do you share them with family and friends?

Quick Demos

1. DJI OSMO Mobile turns your iPhone into a smart motion camera, making everything you shoot look smooth, professional, and ready to share.
2. Using LifePrint Printer with your device, you can capture and print photos that literally come to life when viewed with the LifePrint app.
3. With its variety of lenses and high quality optics, the Olloclip is the first truly versatile lens pack for iPhone. Access your best photos on all your devices with iCloud.
4. Ask your customer permission to take a photo of them using portrait mode on the iPhone 7 Plus (let them know you'll delete it after you show them).

1.

2.

3.

DJI OSMO Mobile Gimbal

The DJI OSMO Mobile turns any iPhone into a smart motion camera—making video look smooth, professional, and ready to share.

DJI OSMO Mobile Key Features

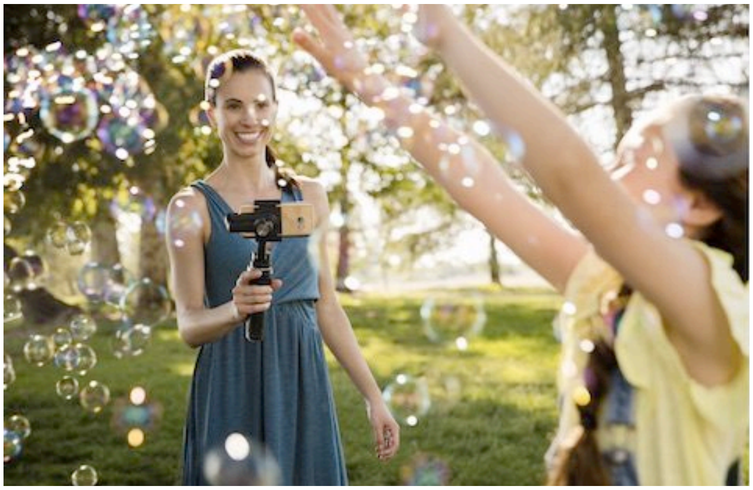
- The DJI OSMO Mobile delivers perfectly stabilized video, thanks to its 3-axis stabilizer.
- Focus tracking allows users to draw a square around any subject, then the DJI OSMO Mobile automatically tracks the object's movements.
- Want to be part of the moment? ActiveTrack technology built into the DJI GO app allows the DJI OSMO Mobile to automatically keep your iPhone facing you as you move.

Additional Resources

- DJI Osmo Mobile product page on apple.com

Freedom to move
One of the key features of DJI OSMO Mobile is its ability to keep footage smooth while the shooter is moving.

Invite your customer to take the DJI OSMO Mobile for a test spin. Ask them to start recording by clicking the record button with their thumb, and take a walk around. Once they're back show the customer how smooth the footage is. Talk about how this could be used to capture things like family outings, sporting events, or any activity that requires both the shooter and subject to be moving.



ActiveTrack

The ActiveTrack feature allows the shooter to lock onto a specific subject and then keep them in the shot as you move around.

With the customer holding the DJI OSMO Mobile, have them select the target symbol to switch to tracking mode. Once selected the circle will switch to a green square. This allows the customer to draw a square area on the screen to have the DJI OSMO Mobile lock onto. Now have the customer move the DJI OSMO Mobile around to see how it keeps the object or face in the shot.

- Product overview and video on DJI Osmo home page

Gaming | Coding

Swift is a robust and intuitive open-source programming language created by Apple for building apps for iOS, Mac, Apple TV, and Apple Watch. Swift Playgrounds is an iPad app that makes it fun to learn and experiment with code. And, Swift is a powerful programming language created b Apple and used by professionals to build many of today's most popular apps.

With an update to the app and a showcase during WWDC, Swift Playgrounds now offers an exciting new way to learn to code using robots, drones and musical instruments. Apple is working with leading device makers to make it easy to connect to Bluetooth-enabled robots within the Swift Playgrounds app, allowing kids to program and control popular devices, including Sphero SPRK+, Parrot drones, JIMU Meebot Robot Kit, and Wonder Workshop Dash Robot.

What makes Apple different

Technology has a language. It's called code. And we believe coding is an essential skill. Learning to code teaches you how to solve problems and work together in creative ways. We think everyone should have the opportunity to create something that can change the world. So we've designed an easy and intuitive language Swift and a fun app Swift Playgrounds that lets anyone learn, write, and teach code. More than 1 million kids and adults from around the world are already using Swift Playgrounds to learn the fundamentals of coding with Swift.

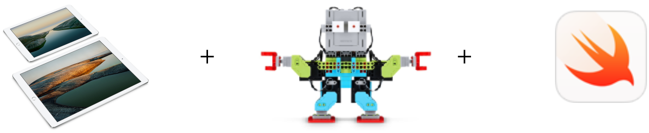
Conversation Starters

- Do you know what coding is? What does coding allow you to do?
- Would you like to your child to learn how to code in a fun and easy way?
- Did you know you can easily create code that can control a robot? Can I show you?
- Have you seen all the different accessories that work with Swift Playgrounds?

Quick Demos

1. Show customers how they can bring Jimu MeeBot to life! With Swift Playgrounds, you can program MeeBot's six robotic servo motors to make him move and dance in lifelike ways.
2. Sphero playgrounds challenge you to guide the Sphero SPRK+ robot through tricky courses, accelerate over jumps, and change colors. You can even program Sphero to roll away and come back to you!
3. By exploring Swift Playgrounds with Wonder Workshop Dash Robot, you can make Dash speak, sing, and respond to sensor inputs to react to its environment.

1.



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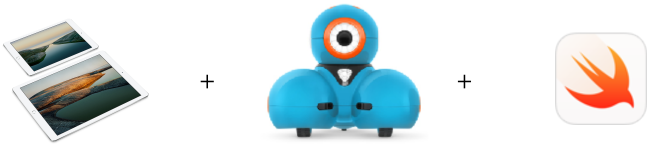


Wonder Workshop Dash Robot

Dash is a real robot, packed with sensors and capabilities that let it move, dance, light up, make sounds, avoid obstacles, and even react to voices. Dash can greet kids as they come home from school, help them deliver a message to a friend, follow them on journeys and become a true partner in fun.

Key Features

- Use Swift Playgrounds to make Dash robot speak, sing, and respond to sensor inputs to react to its environment.
- Unlike some robots that need hours of assembly, Dash comes pre-assembled. You don't even need batteries.
- Two included Building Brick Connectors can be used to snap onto Dash's head and transform Dash using LEGOs™.
- Interactive and online communities give you access to hundreds of ideas to inspire you to do more with Dash.

Additional Resources

- Wonder Workshop Dash Robot product detail page on apple.com
- Product Video and overview of how it works on the Wonder Workshop website
- Explore the Interactive Kids Portal on the Wonder Workshop website

Get to the Race

Use Swift Playgrounds to help Dash get to the starting line for the race.

In the Playgrounds app, tap on Dash Playground. Navigate to the "Get to the Race" challenge. Make sure Dash is powered on and connected. Place Dash in an area with plenty of room to move around. Tap on "Run My Code" and watch Dash follow the pre-set code and navigate to the race.

Go, Dash

Get more experience programming Dash to drive, make sounds, and change colors.

Open the Go app and make sure Dash is powered on and connected. Use the panel on the left to tell Dash where to go and adjust the speed by tapping the + or - sign. Switch to the Sounds tab and tap on any of the sounds to make Dash speak.

Jimu Robot MeeBot Kit

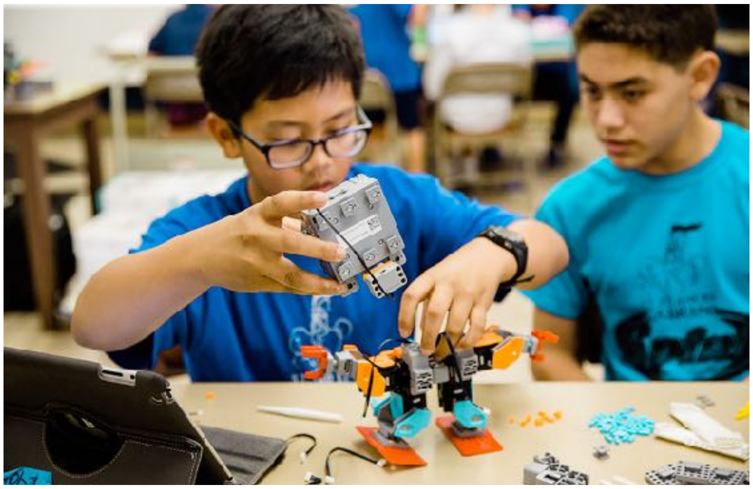
Create a humanoid robot that's uniquely yours with UBTECH's Jimu Robot MeeBot robot kit. The kit's six robotic servo motors give your robot smooth, life-like movement. And an array of interlocking pieces snap together to build pre-designed animal characters or anything else you can imagine.

Key Features

- Use Swift Playgrounds to program MeeBot's six robotic servo motors to make him move and dance in lifelike ways. You can also bring your own music into Swift Playgrounds and make MeeBot the life of the party.
- Interlocking pieces snap together, without tools, to create pre-designed characters or your own designs.
- Jimu has no limit to the amount of servo motors that can be added, meaning your Jimu can grow over time!

Additional Resources

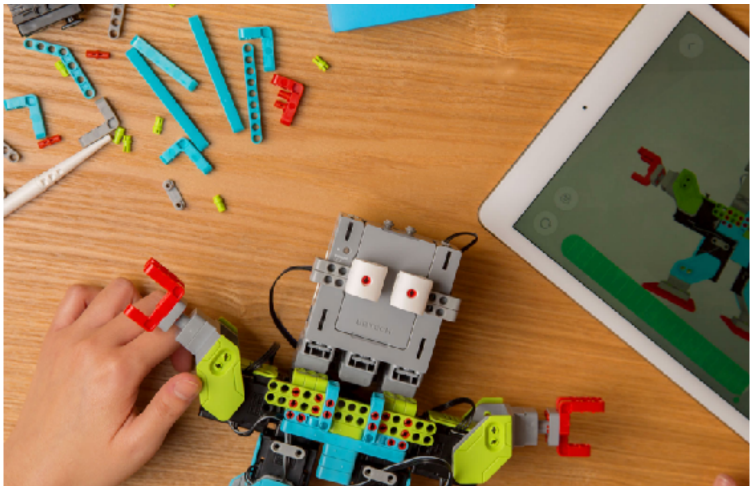
- Jimu Robot product detail page on apple.com



Basic Moves

Use Swift Playgrounds and coding to bring Jimu Meebot to life.

In the Playgrounds app, tap on the MeeBot Dances playground. Navigate to the "Basic Moves" challenge. Make sure MeeBot is powered on and connected. Tap on "Run My Code" and watch MeeBot dance! Tap on the icon and switch to "Step Through My Code" to follow along through each of the dance commands.



Make MeeBot Dance

Program MeeBot to dance using the Jimu app.

In the Jimu app, tap on “Model” and then MeeBot. Make sure MeeBot is powered on and connected. Tap on the “Actions” tab and select any of the dance movements and then MeeBot will perform the dances you have selected!

- Product Video and overview of how it works on the Jimu Robots website

Sphero SPRK+

Designed to inspire curiosity, creativity, and invention through connected play and coding, Sphero's SPRK+ is far more than a robot. Use it along with Swift Playgrounds to easily learn programming, complete hands-on activities, and then use the Lightning Lab app to share your creations with the community.

Key Features

- Equipped with Bluetooth 4.0+ (Smart) for maximum power efficiency and a strong scratch-resistant UV coating.
- Collaborate with other users via Lightning Lab app
- Use Swift Playgrounds to guide Sphero SPRK+ through tricky courses, accelerate over jumps, and change colors

Additional Resources

- Sphero SPRK+ product detail page on apple.com

"rollAway" and "rollBack"
Use code to tell Sphero to roll away and come back to you.

Open the Playgrounds app and tap on the Sphero Arcade Playground. Navigate to the "Aim" challenge. Make sure that Sphero is powered on and connected. Tap on "Run My Code", make sure the blue aim light on Sphero is facing you, then tap "Ready". Watch Sphero follow the commands to roll away, turn around, and roll back!

“rollAway” and “rollBack”

Open the Sphero EDU app and make sure that Sphero SPRK+ is connected. Tap on the “Drive” tab and take Sphero for a spin. Use the controls to adjust direction and speed. Also check out the “Programs” tab, which includes games and challenges designed by Sphero to enhance your experience.

- Product Video and overview of how it works on the Sphero SPRK+ website

Ultimate Lightning McQueen

Packed with personality, Ultimate Lightning McQueen by Sphero is a robot racer that brings the beloved Disney•Pixar character to life. Drive and drift, play games, and train for the next big race with this app-enabled racing star.

Key Features

- Use the Lightning McQueen app to build a racing strategy or unlock more tools to gain a competitive edge.
- Join the Pit Crew as you race the clock, change tires, fuel up, and get racers back on the track.
- Direct Lightning McQueen as he prepares to be on camera. Create scripts with your favorite phrases and actions for him to perform.

Additional Resources

- Ultimate Lightning McQueen product detail page on apple.com
- Product Video and overview of how it works on the Sphero website

Free Drive

Connect to the app, hit the gas, and see Lightning respond to your commands.

Slide your finger on the driving pad to guide Lightning. He'll go wherever you push the joystick, drift, do donuts, and even react to his expert racing moves. Lightning responds to your commands with his personality on display, thanks to emotive actions and speech. Watch him lean into hairpin turns and drift like a pro.

Drive-In

When you're not driving and drifting with Lightning, kick back and watch a movie.

Watch Disney•Pixar's Cars with Lightning and watch him react to the movie. Select this option with Lightning plugged in to charge, start the movie, and hear all he has to say. A built-in LCD display allows Lightning's eyes to be fully expressive, making him almost lifelike.

- Product overview on the Nokia website

Hover Camera Passport Drone

Hover Camera Passport is a lightweight quadcopter that is safe, portable, and can track your face and body as it flies around you. Additionally due to its size and weight it does not need to be registered in the US as a drone.

> **Note**
> Hover should only be used with the demo guidance below. When launching the Hover demo, consider the space around you and proceed with caution. Leverage the support of additional team members to ensure all customers are aware that a demo is taking place.

Hover Camera Passport Key Features

- Hovers in place and takes off from your hand.
- Best for close proximity flying, and stays connected to your iPhone—through wifi—for up to 40 feet.
- Has face tracking, body tracking, orbit and 360 panning mode in addition to normal flight controls.
- Shoots photos at 13 megapixels and video at 1080p and 4k.
- Due to its size, stability, and ease of control, it works well indoors.

Additional Resources

- Product overview and video on Hover website
- Product FAQs

Hover has the ability to learn your face, find you in a crowd, and adjust its position to keep you in frame. This mode is great for taking group selfies or video as the user moves around.

1. Press the power button to turn on Hover. On iPhone, go to Settings and connect to Hover's wi-fi network.
2. Open the Hover app, tap Get Started, Change Owner, Start, and then complete the facial recognition process with a customer.
3. Hold Hover at arm's length and press the power button. Once the fans are fully up to speed release Hover.
4. Hover will rotate, scanning faces until it locates the owner.
5. Reposition yourself for a photo, and hold two fingers up in a "V" gesture. Hover will now display a count down and take a photo.
6. Continue to Hover mode, or tap Land to end demo.

Hover mode

Hover Mode allows you to control movement manually.

1. Continuing from Owner mode, hold your fingers up in an "OK" gesture, with you index finger and thumb forming a circle and other fingers extended.
2. Use the on-screen controls to fly.

3. Show the customer the interface and talk through how easy it is to fly.

4. Tap Land to end the demo.

Health

With so many health and fitness products out there, it can be hard for customers to know which combination is best for them. They rely on you to help them pick the right accessory, and teach them how to use it with our products and the Health app.

Note: Health Feature Bay demonstrations may bring privacy concerns from some customers. Be sure to inform customers that the data observed during the demo (weight, blood pressure, etc.) is not preserved, and all other data shown is demo data only.

Furthermore, take special care to ensure that Health accessory demos are done with added attention to the customers' surroundings. Employees may not provide medical guidance based on the results of any demo. Always refer customers to their healthcare providers for medical guidance.

What makes Apple different

- Apple Watch integrates hardware like GPS and heart rate sensor along with built-in apps like Activity and Workout, to keep you motivated and active whatever your lifestyle.
- The Health app is the best place to track activity, sleep, mindfulness, and nutrition. And it combines information from your iPhone, Apple Watch, third-party accessories and apps, while keeping all your data private and secure.
- iPhone and Apple Watch both have life-saving features. Medical ID allows first responders to access critical medical information from the lock screen. And the SOS feature on Apple Watch calls the emergency services by holding down the side button for 3 seconds

Conversation Starters

- Do you track your activity? Did you know that the Health App can track not just your fitness but also help with your breathing. Can I show you?
- I see you are wearing an Apple Watch. Do you use the activity app ? Have you tried the Breathe App?

- Have you filled out the Medical ID in the Health App? It contains important information about you, and it's accessible from the lock screen in the case of an emergency. Can I show you?

Quick Demos

1. Spire measures your breathing patterns throughout the day. If you get stressed, check out the curated list of mindfulness tools to reset your breathing.
2. QardioArm provides a simple way to tell what your blood pressure numbers mean with an easy to understand—green, yellow, red—color code for each reading.

1.

2.

QardioArm

QardioArm is an upper arm blood pressure monitor that lets you track and monitor your heart health across iOS and Apple Watch devices. Simple to use with user friendly readings; the QardioArm also allows you to share your readings with your doctor or loved one automatically.

QardioArm Key Features

- Easy to understand, with color coded readings (green, yellow, red).
- Relaxation mode plays photos from Photos library to engage the user while taking their blood pressure.
- Clinically validated and meets US and EU standards.
- Simple to use, pairs with just a tap and starts with the press of a button..

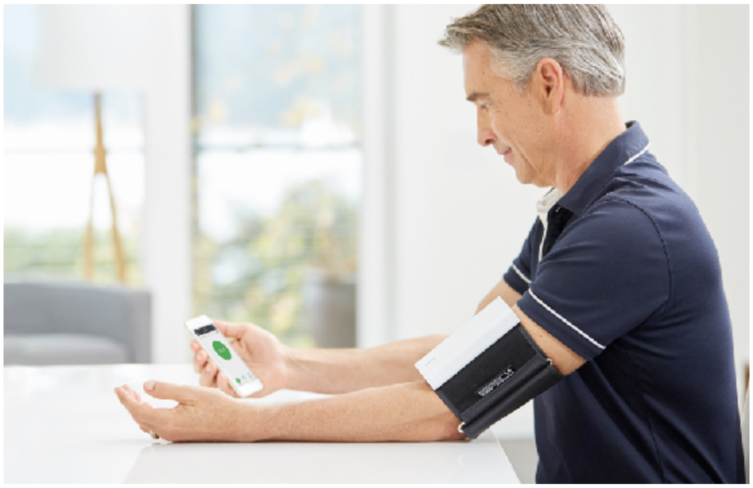
Additional Resources

- QardioArm product page on apple.com
- Product overview on QardioArm home page
- Product support and additional information

Simplified measurement and readings

Open the QardioArm app on the iPhone or on the Apple Watch and have the customer put it on their RIGHT upper arm. Then hand them the demo device and press the start button.

Once the reading is complete show the customer their results and discuss the colors. Now click back to the historical readings and show the color-coding over time.



Relaxation mode
QardioArm takes the stress out of taking your blood pressure by allowing users to watch a slideshow of photos from their Photos Library.

Open the Settings window within the QardioArm app. Then toggle on "Show photo slideshow", and select an image folder. Now hand the customer the demo device so they can see the photo slideshow.

Turn this setting back off before the next demo.

Spire

Healthy breathing helps you sleep better, feel calmer, and have more energy—but it's not necessarily intuitive. It's something you learn through habit, and Spire can help. Think of it as part fitness tracker, part stress reducer.

Spire Key Features

- Spire clips on your belt or undergarments—so it's not ideal for sleep tracking.
- Tracks your breathing across three categories: tense, focused, or calm.
- Vibrates when you're tense, need to take a breath, or haven't moved in a while.
- Has a seven day battery life and charges wirelessly.

Additional Resources

- Spire product page on apple.com

Visual breathing

One of the key features of Spire is the ability to see your breathing in realtime and see how it is affected by external stimuli.

Use the self guided tour to walk the customer through an introduction to the Spire app. Have the customer hold the Spire accessory to their chest (over their clothing). Ask the customer to take a deep breath and show how each breath is visually tracked by watching the line move in the app. Click the Stats tab and show how Spire tracks your breathing throughout the day.

Breathing boosts
With the customer holding the Spire accessory to their chest (over their clothing), tap the Boost tab in the Spire app. Explain that the app also includes a collection of boosts for users to gain more insight into how to adjust their breathing during the day.

Click on the Calm boost and give the customer the demo device so they can follow along with the on screen text and audio instructions.

- Product overview and video on Spire home page

Home

Every customer's home is unique, so help your customer understand how HomeKit accessories and Home app make it easy for them to personalize their living environment. Introduce them to compatible accessories and simple automations they can use in their home.

What makes Apple different

- With Home app you can easily control all HomeKit accessories in your house, with a single tap. You can group accessories by room, set up scenes, and even tell Siri things like "Turn off my bedroom lights" or "Start heating the upstairs."
- Apple certified HomeKit accessories are secure. They offer end-to-end encryption, protected wireless chip standards, and integrated privacy safeguards.

Conversation Starters

- Would you like to control your devices at home with your iPhone? Are you familiar with the Home app? It's Apple's free app that helps you control your home easily and securely . Can I show you?
- Did you know Siri works with the Home app? You can ask Siri to turn on the lights, change the thermostat, even check to see if your doors are locked.
- Have you struggled with several apps to control your Home Devices? The Home app can control your home with just one easy to use app. Can I show you?

New Store Design

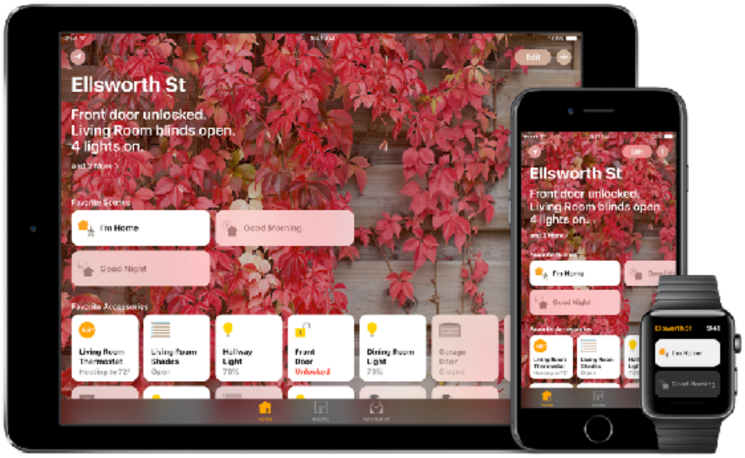
New Store Design stores will receive an interactive Home Bay update. The bay comes to life and shows that no matter which compatible accessories you choose, the Home app makes it easy to set up and control all of them, all from one place. With Home app you can easily and securely control all your HomeKit accessories. Ask Siri to turn off the lights from your iPhone. See who's at the front door on your iPad. Even control things remotely with the help of AppleTV.

Home App Key Features

- The Home app is the one place to easily and securely control all of your home automation products using your iPhone, iPad, and Apple Watch.
- Using scenes, all of your accessories can work together with a simple tap, asking Siri, or even automatically. "Good Night", "I'm Home", and "Movie Night" are examples.
- Using a home hub such as a 4th generation Apple TV or iPad you are able to access everything on the go.

Additional Resources

- Home info and videos on Apple.com



Ellsworth St

Front door unlocked.
Living Room blinds open.
4 lights on.

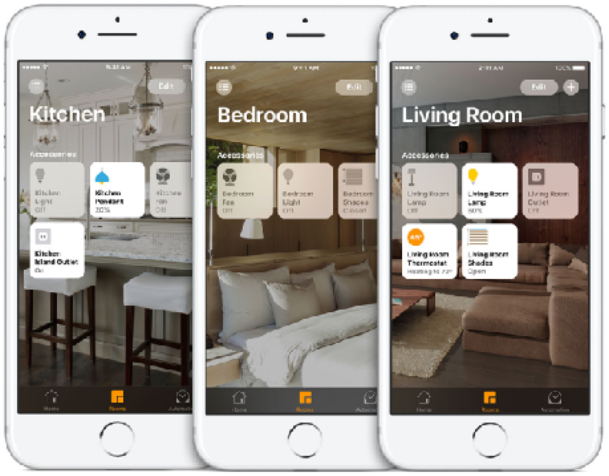
Favorite Scenes
I'm Home
Good Morning
Good Night
Favorite Accessories
Living Room Thermostat
Living Room Shades
Hallway Light
Front Door
Unlocked
Dining Room Light
Garage Door

Your Life in Scenes

Through the use of Scenes, Home app makes it easy to set your home up to react to your life.

To highlight this click on the "Good Morning" scene and explain the the customer that they can set up scenes to easily trigger multiple commands and set multiple settings across devices in their home, with the click of a button.

Once the scene has completed, explain to the customer that these scenes can be set up to automatically trigger at a set time or on a set schedule.


Kitchen
Bedroom
Living Room
Accessories

Fully Customize Accessories

Explain to the customer that by using 3D touch each individual item loaded into the Home App can have an individual level set.

3D touch the "Bedroom Recessed Light" and slide the slider to show the customer how the lights in the bedroom immediately react to the adjustment.

Philips Hue Go

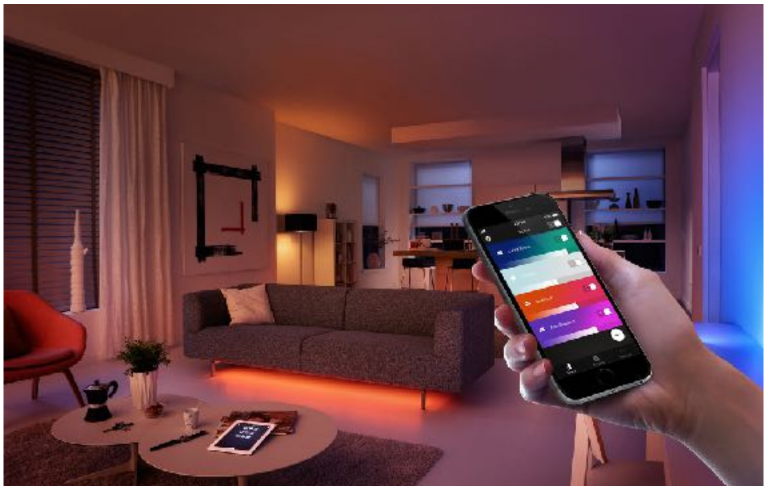
Light your space in new and creative ways. With 16 million colors to choose from, Philips Hue Go is the most versatile light in your home. When users combine Philips Hue lights with the Home app, they can save their favorite settings, and turn their lighting scenes on with a single tap.

Philips Hue Go Key Features

- Like all Philips smart lights, the Hue Go can be managed remotely through Home or Hue apps.
- The Hue Go is portable. When you unplug it, and the smart battery kicks in, giving users over 2.5 hours of on-the-go customized lighting.
- When plugged in to power, the Hue Go can provide 16 million colors and 50 thousand shades of white.

Additional Resources

- Philips Hue Go product page on apple.com
- Philips Hue white and color ambiance starter kit
- Philips Hue family of products



Unlocking Philips Hue Go through Home app

Explain to your customers that HomeKit integration makes it easy for them to tie Philips Hue lights to other products in their home. That means customers are able to program lighting changes that tie directly to those other products—lights that come on when you lock your door, for instance.

Open Home app and click on Scenes, then select Leaving Home. The Philips Hue Go should change

Siri Gets Colorful

Siri can now change the color of Philips Hue lights. Using a demo device, activate Siri and say, "Siri, change the light to red." (Just make sure she can hear you, and that the device connected to Wi-Fi). Ask your customer to try, using their favorite color.

Siri can also adjust light intensity. Ask, "Siri, turn the lights down 50%." Then, invite your customer to try.

NOTE: Due to network capabilities Siri may not work in your store.

Elgato Eve Room Sensor

Elgato Eve Room Sensor allows you to live smarter by knowing more about the place you care about most. Eve senses indoor air quality, temperature, and humidity and gives you insights that help you make smarter decisions about your space.

> NOTE: If you observe the accessory is un-paired when demoing the Home app, re-pair the product with the customer to show them the simplicity of the Home app pairing functionality.

Elgato Eve Room Sensor Key Features

- Elgato Eve Room Sensor utilizes bluetooth instead of wifi so its better for smaller homes, and is powered by three AAA batteries.
- Powered by three AAA batteries and providing over three months of readings, Elgato Eve Room Sensor can be placed on a shelf or be mounted to a wall.
- Doesn't provide push notifications based on changes to environment.
- Measures temperature, humidity, volatile organic compounds and carbon dioxide with extremely accurate readings

Additional Resources

- Elgato Eve Room Sensor product page on apple.com
- Elgato Eve product line up and video

Room Changes

By pairing the Elgato Eve Room Sensor with HomeKit along with other HomeKit enabled devices like the Phillips Hue lights, Eve can turn on/off a specific light if the humidity or temperature of a room drops bellow a certain amount.

This is perfect for use in a baby's room or any other room where you might be concerned with regulating temperature, humidity or air quality.

Hey Siri

Discuss how simple it is to use Siri to find out the temperature in any room in their house. For example ask "What is the temperature downstairs?" Let the customer know that this can be done from anywhere, when paired with AppleTV and HomeKit.

NOTE: Due to network capabilities Siri may not work in your store.

Back to School

Back to School (BTS) is a key seasonal campaign and an important selling period for accessories at Apple Retail. Industry BTS spending continues to grow at double digits YoY globally. Mac is the most obvious hero focus for BTS however iPad and iPhone continue to grow year-on-year.

To compliment our BTS hero products there are 3 key accessories categories that present attach opportunities.

1. Essentials: includes productivity software, hard drives, cables, Apple Pencil and docks.
2. Soft Goods: includes screen protectors, cases and sleeves.
3. Audio: on-the-go learning requires audio solutions. We have Speakers, headphones and music creation accessories to fit all our customers' needs.

What makes Apple different

- We use the same care and attention to detail in our accessories as we do with all Apple products. The microfiber lining in our iPhone cases is ironed by hand, and every every leather case is hand stretched—a process that takes close to an hour.
- The same designers who create our products create our cases. And they're designed to work flawlessly. That means no sticking buttons, covered ports, or compromised cameras. Let customers know that when they buy an Apple case, their product will work exactly how it should.

Conversation Starters

- How are you enjoying the summer? Getting ready for college?
- Interested in a Mac for College? Need anything additional?
- Have you thought about protection of your hardware, software, and data?